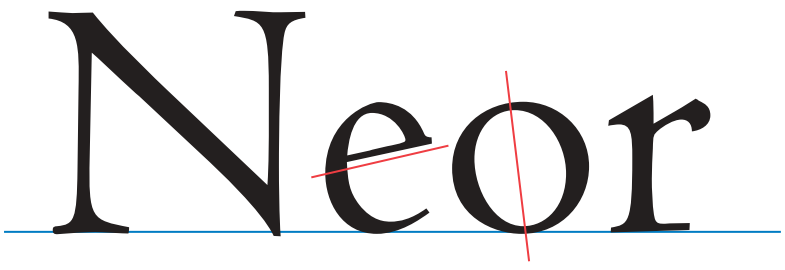
Major Typeface Groups



Group : **Serif** - **Humanist** - Old Style -

Characteristics:
- Diagonal stress backwards to the left
- Sloping crossbar on the “e”
- Minimal contrast in stroke weight

Fonts available in this group:
Centaur

Centaur - designed by Bruce Rogers (1914) based upon Jenson (by Nicolas Jenson 1420-1480)

Group : **Serif** - **Garalde** - Old Style

Characteristics:
- Diagonal stress backwards to the left
- Horizontal crossbar on the “e”
- Greater contrast in stroke weight

Fonts available in this group:
Bembo, Caslon, Garamond, Goudy Old Style
Palatino, Sabon, Times Roman, Weiss Roman

Bembo - designed by Montotype 1929 based upon typeface designed by Francesco Griffo 1495

Group : **Serif** - **Transitional** - Old Style -

Characteristics:
- More upright, vertical to near vertical stress
- Greater contrast in stroke weight

Fonts available in this group:
Baskerville, Caslon, Perpetua

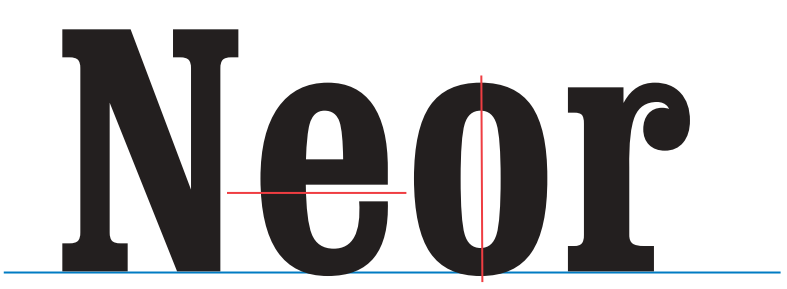
Baskerville - designed by John Baskerville 1706 - 1770

Group : **Serif** - Diodone - **Modern**

Characteristics:
- Symmetrical letterforms
- Extreme contrast in stroke weight
- Unbracketed serifs down to hairline serifs in a few faces

Fonts available in this group:
Bauer Bondoni, Bondoni

Bodoni - Giamgattista Bodoni in 1785



Group : **Serif** - **Slab Serif** - Egyptian

Characteristics:
- Heavy, square-ended serifs
- Bracketed or unbracketed serifs
- Minimal variation in stroke weight

Fonts available in this group:
Benton, Clarendon, Playbill, Rockwell
Serifa

Clarendon - designed by Robert Besley 1845

Group : **Sans Serif** - Lineale - **Grotesque and Neo-Grosteque**

Characteristics:
- No serifs
- Very slight variation in stroke weight

Fonts available in this group:
Franklin Gothic, Trade Gothic, Helvetica
Univers

Franklin Gothic - designed by Morris Fuller Benton 1904

Group : **Sans Serif** - Lineale - **Geometric**

Characteristics:
- No variation in stroke weight
- Minimalist geometric shapes
- No serifs

Fonts available in this group:
Avant Garde, Eurostile, Futura, Kabel

Avant Garde - designed by Herb Lubalin 1970

Group : **Sans Serif** - Lineale - **Humanist**

Characteristics:
- Contrast in stroke weight
- No serifs

Fonts available in this group:
Gill Sans, Optima

Gill Sans - designed by Eric Gill 1928